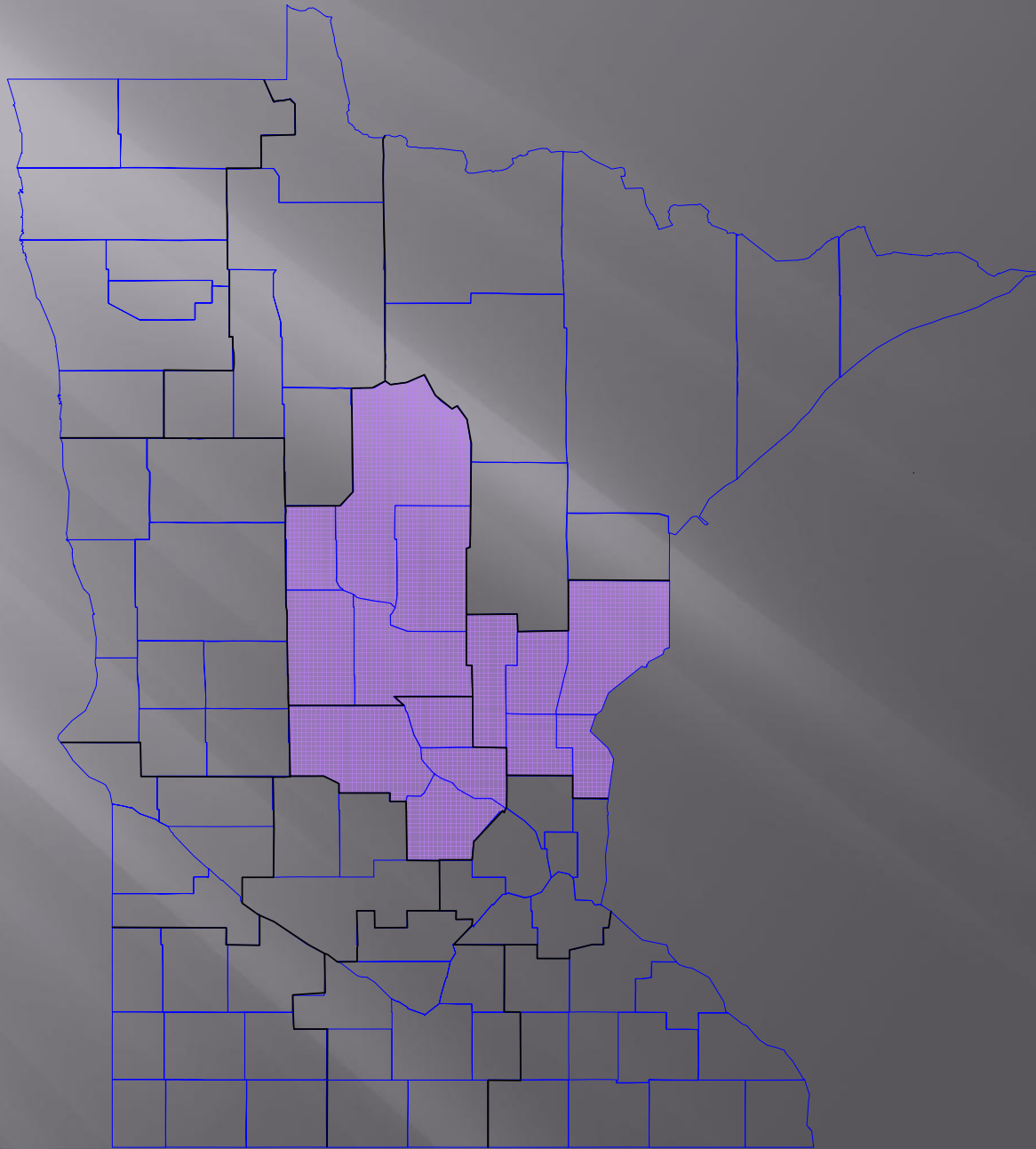


CENTRAL MINNESOTA COUNCIL ON AGING (CMECA)

We are the Area Agency on Aging for
14 Minnesota Counties

Benton, Cass, Chisago, Crow Wing, Isanti, Kanabec,
Mille Lacs, Morrison, Pine, Sherburne, Stearns, Todd,
Wadena and Wright

Central Minnesota Council on Aging Service Area



CENTRAL MINNESOTA COUNCIL ON AGING

We wanted to get the word out regarding the coming “Age Wave” and to work with communities that are interested in prospering in the coming years.

In 2007, we gave over 30 presentations on the coming Age Wave in our service area, including 5 in the Brainerd area.

As a result of one of those presentations, we were contacted by the City of Brainerd.

CONCEPT DEVELOPMENT

Summer of 2007 CMCOA developed a concept that would enable us to work effectively with interested communities in our service area to assist them in becoming communities for a lifetime.

- Inform the community
- Create a broad-based coalition
- Assess age-readiness
- Select priority areas
- Create action plan
- Implement the action plan

Brainerd For A Lifetime

Fall 2007 - A local steering committee was formed and named the initiative, "*Brainerd for a Lifetime.*"

January 2008 to Present - We built a broad-based coalition of various community members thorough three large group meetings and many small group meetings.

Brainerd For A Lifetime

June 2008 - We reported the results to the community on June 24, 2008 and we identified priority areas that the coalition selected to pursue.

Summer 2008 - We are developing an action plan to carry out the priorities the coalition has identified.

Fall 2008 - We will report the results of the coalition's efforts to the community.

Brainerd For A Lifetime

January 2008 to June 2008 - We looked at the age readiness of four areas in the Brainerd community.

- Safety and Security
- Health Care/Care Giving
- Transportation/Walkability
- Housing

Brainerd For A Lifetime

Committee purpose:

*Develop ideas that will help
Brainerd position itself to be
ready for the aging
population.*

Brainerd For A Lifetime

Plan ahead to meet the senior needs.

- Is our demographic profile accurate?
- How will trends affect local economies and public finance?
- Do residential density patterns accommodate future trends?

Brainerd For A Lifetime

- Can housing options accommodate future trends/needs?
- Do community design, mobility and transportation options accommodate future needs?
- Do public safety services meet the growing elderly needs?

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Is our demographic profile accurate?

- Collect population characteristics e.g. age, needs and assets.
- Learn which areas of the community have the most elderly residents.

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How will trends affect local economies and public finance?

- Savings rate in the US is at its lowest since 1933.
- 20% of Boomers will have significant debt at retirement.

Plan Ahead to Meet the Needs of Seniors by Hal Freshley
and Don Reeder - February 2008 *Minnesota Cities*

Brainerd For A Lifetime

- Ability to contribute to fee based services e.g. public transportation and community activities will be affected.
- Likelihood of more fixed incomes will affect property taxes when there could be even greater need for infrastructure replacement.

Brainerd For A Lifetime

Do residential density patterns accommodate future trends?

- The greatest growth in the older population is in less dense areas where cars are needed.
- More residents will have a difficult time driving, increasing the need for mass transit and volunteer transportation e.g. carpools, senior taxis and van services.

Brainerd For A Lifetime

Can current housing options accommodate trends?

- A majority of older Minnesotans own their own home.
- 80% say they have no plans to move.
- Of those planning to move 31% cite “a need for a larger place” as a main reason!

Freshley and Reeder

Brainerd For A Lifetime

- More help with maintenance.
- More access ramps and special bathroom facilities.
- Senior housing facility growth up 300% in 10 years.

Freshley and Reeder

Brainerd For A Lifetime

Do design, mobility and transportation options accommodate this trend?

- A segment of older residents will rely on retail and service providers accessible by foot (by choice or not).
- What is being done to permit mixed use development?

Brainerd For A Lifetime

- How are older drivers being accommodated e.g. handicapped accessible parking, readable street signs and more street lighting.

Brainerd For A Lifetime

Does public safety meet the growing elderly needs?

- Do older residents feel safe?
- A Boomer characteristic is less children and more divorces.
- 1 of 3 older Minnesotans may live alone.
- When fewer family members are available emergency response will most likely surge.

Brainerd For A Lifetime

Safety and Security

Ideas:

- Adequate street/sidewalk/alley lighting
- Neighborhood Watch Signs
- Call boxes/More police patrol
- Public Safety Information Assistance

Brainerd For A Lifetime

Health Care/Care Giving

Ideas:

- Education/ Awareness Options
- Access/ Availability
- 40-50 age group information about retirement options
- Care Giving Escort Service
- Encourage youth to enter medical field
- Redevelop Downtown as “Age Friendly”

Brainerd For A Lifetime

Transportation/Walkability

Toured the community and looked at pedestrian system

Ideas:

- Better trail connections
- Add bike lanes to existing streets

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- Fix existing cracked, broken (“trippers”) sidewalks
- Add curb cuts
- Add sidewalks to community Master Trail Plan
- Identify and fill in sidewalk gaps

Brainerd For A Lifetime

Housing

Ideas:

- Give permit breaks for universal and visitability design
- Fixed route mass transit
- Strong neighborhoods
- Permit accessory apartments
- Code enforcement
- Senior friendly contact book
- Determine where aging live

Brainerd For A Lifetime

What lies ahead:

- Our community program is just beginning
- Do not know what will happen
- Follow the energy
- Require a grass roots, community wide, sustained initiative to be successful

Brainerd For A Lifetime

Issues identified during the process:

- No perceived urgency
- Engaging Stakeholders
- Understanding issues/ prioritizing and planning
- Local Champion(s)
- Community Involvement - cannot be government driven
- Sustainability
- Dollars for changes